

## FY2015 CHNA&HIP Progress Report

### Allamakee County

#### Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
To continue promoting health behaviors by establishing continued collaboration among multiple sectors of the community. Our goal is to enhance community participation and education on healthy behaviors and decrease unhealthy behaviors. Goal success will be measured according to guidelines set in each specific category.	Collaborate with private personal professionals to educate families of elderly individuals needing assistance on the topic of prescription drug abuse. Decrease prescription drug abuse in youth to by 1% annually. Baseline data is 9% currently from the Iowa Youth Survey 2008. Education to be provided in outlets to include flyers posters and press releases.	Due to changes in funding, the local prescription drug drop offs have not occurred in the past year. Plans going forward are the Iowa State Patrol taking over this program. Locally we will be contacting them to assist with this worthwhile program . Presentations have been made at local libraries and community centers in the county re: the dangers of prescription drug abuse. Flyers and posters identifying these dangers continue to be utilized throughout the county. According to the Youth Survey of 2014 data shows 3% of students report prescription drug abuse in the state of Iowa. According to the Youth Survey 2012 (most recent data- county specific to be released in June 2015) 3% of students report prescription drug abuse.

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	<p>Decrease the Allamakee County overall obesity rate and subsequently because of this strategy, some cancers may be avoided. According to the BRFSS for Allamakee County the current obesity rate in Allamakee County is 28.9%. According to the University of Iowa, 2013, the crude rate of cancer(rate of mortality per 100,000 people) in Allamakee County is 159.40, whereas the current state rate is 173.66. Education to the public would be offered as well as providing healthy alternatives to unhealthy behavior. Strategies include promotion of exercise classes, promotion of gardening, and education on healthy food choices and periodic health screenings. By increasing healthy behaviors in ways noted above, some cancer mortality may be avoided, we hope to continue to see a decrease Allamakee County's crude cancer mortality rate by decreasing obesity rates. (Also refer to Community Health Strategy for cancer mortality</p>	<p>Entities continuing to work on this include, but are not limited to, The Food and Fitness Initiative provided through the Kellogg Grant, Community Connections, Allamakee County Public Health, Veterans Memorial Hospital, and the schools in the Allamakee county districts. Some of the activities included are: community gardens within the schools, summer lunch programs, an increase in the number of organized professional fitness and training options, free monthly community dinners in Waukon, I-Walk school walking programs to allow students to walk to and from school safely. Public Health partners with Veterans Memorial Hospital for a Community Health Committee that works to provide periodic health screenings such as blood pressure, weight, blood sugar, cholesterol testing, and education. Diabetic education is offered through Veterans Memorial Hospital. Allamakee County won the "Community Cup" for the fourth year in a row. This trophy is awarded to the county with the most participants per capita in the " Live Healthy Iowa statewide program</p>

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	Decrease underage drinking and binge drinking in Allamakee County by 0.5% annually with an overall goal of 3%. Community agencies and coalitions will educate the public on the negative side effects of alcohol while providing healthy solutions and alternative activities.	In the past year 3 underage drinking campaigns (newspapers, radio, book covers at all Allamakee County middle/junior high schools, popcorn bags school events, billboards, computer screen savers at local libraries, school websites, Facebook, and web page. All schools in the county continue to offer a Post Prom celebration to help students make healthy choices. The adult/business sponsored event offers games, food/drink, entertainment, and prizes in an alcohol free environment. 4 adult binge drinking campaigns ( newspaper, radio, popcorn bags, billboards, Facebook, web page, posters ) have been introduced. According to the Iowa Youth Survey- Allamakee County 2012 10% of 11th graders report binge drinking in the last 30 days. The 2014 state average is 23%. According to the same surveys, 8th graders in Allamakee county report 11 % have had at least one drink in the past 30 days. The 2014 state rate is 6%. Allamakee Substance Abuse Prevention (ASAP) has received a new grant focusing on underage and binge drinking.

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	<p>Decrease the smoking rates among youth by 0.5% annually with an overall goal of 3%. Currently according to the Iowa Youth Survey 2012 24% of 11th graders in Allamakee County have smoked tobacco in the last 30 days, the state rate is 17%. Youth will continue to be educated on the negative side effects of tobacco as well as new products that are coming out targeting the youth population. A coalition will continue to meet monthly to discuss tobacco related concerns. Just Eliminate Lies group (JEL) meets on a monthly basis and educates their peers. Quitline Iowa will continue to be promoted throughout Iowa. We will look to counties who are experiencing success at decreasing these rates to see what they are doing and determine how we may possibly utilize some of their strategies.</p>	<p>Northeast Iowa Helping Services, Substance Free Allamakee, and Allamakee Substance Abuse Prevention (ASAP) continue to coordinate their efforts to decrease smoking rates in Allamakee county. JEL continues to be a contributor of education being provided in the county. Education has been done utilizing newspaper articles, Letters to the Editor, Facebook, promotions spotlighting Quitline Iowa.</p>

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